

Impact of Retail Formats on Consumer Buyer Behaviour-A Study of Fast Moving Consumer Goods Market in South Africa

Abstract:

Line-6: despite the fact that retailers around the globe are embracing different
What are your recommendations? The Hypermarkets followed by Convenience Stores and Super
markets are the most preferred retail stores of customers for purchase of FMCGs.(as stated in line
338 & 339) rather 344&345-poor power of expression

Introduction:

Line- 36: citation needed Sinha and Banerjee (2004)
Line -40: citation needed Citation is already included in line 40.
Line -52: consumer behaviour and to find out accepted
Line-59 suggest that small provision accepted
Lines-62-63 citation needed "Researchers have also tried to explore the consumer
behavior towards such retail stores". The sentence has been included to maintain the continuity of the
discussion and not sourced from any article.
Line -63 maintain that accepted
Line-64 the self confidence that the customer accepted
Line-65: services that the customers are going accepted
Line-66: (value capacity of the store) It is verbatim directly quoted from the research
paper
Line-67: or what? Though it is the statement quoted directly from the article by Sinha
P, 2003. In the article the author is trying to state that the format of the store could be the prime
driver of shaping orientations of consumers towards the distinctive characteristics of different
stores.
Line-67-68: surname or first name only accepted Kaul(2007)
Line-70:
Line-76: and family sizes have important association accepted
Line-78: factors that influence consumers in selecting accepted
Line-88: first (surname) only accepted -Platt(2014)
Line-89: anytime and anywhere accepted

Research Design and Methodology:

Line-95: As the first step accepted
Line-104: the copies of the questionnaire were administered accepted
Line-105: 14 copies of the questionnaire were committed 14 copies of the questionnaire
were omitted
Line -108: consists of 5 questions, which sought to obtain the respondents' demography
consists of 5 questions, which sought to obtain the respondents' demographic information.
Line-109: consists of 2 qualifying questions accepted

Tabl1 1: Retail Store Formats Considered in the FMCGs Segment

Line-130: the data were prepared for further analysis. accepted
Based on chi-square, the researcher needs to explain how the actual and
expected values were determined as basis for determining the variance line
130(It should be known that expected values are calculated and not
assumed.) It is a very elementary aspect to show that on the paper.
Sometimes also considered as verbose information)
Line-134: What does the researcher mean by ...capable of bringing the consumer
responses. The researcher means that these different retail store formats can

cause/create/invoke consumer responses such as store visit, stock piling, purchase acceleration, brand switching, spending more and product trial and product trials were observed using Excel accepted

Line-138: the z-score was been calculated accepted it is either was calculated and accepted or has been calculated and accepted

Line-142: following hypotheses were developed and tested accepted

Line-144:

Line-151: the hypotheses were tested using chi-square and Z-Test accepted

Line-164: this indicates that the accepted

Lines-179-181: based on the use of chi-square, the researcher could not have determined the expected value, thus has only assumed. Based on this personal bias must have influence the results of this study.
(It should be known that expected values are calculated and not assumed.) It is a very elementary aspect to show that on the paper. Sometimes also considered as verbose information

Table 3.2: Goodness of Fit Chi-Square Test

Line-192: check- that consumers want to prefer consumers prefer

Line-204: have lesser impact than the - **smaller or lower** lower

Z Test

Line-219: by the researcher-citation needed Sage Publication (2015)

Line-221: impact of each type of store on the accepted

Line-232: inadequate stores do not have significant influence on the consumers' ..accepted

Table 5: Z-Test Scores:

Lines-247-249: What is the output of this attempt? The output is that – overall the retail store formats have a significant impact on the consumer behavior as suggested by the acceptance of the alternative hypothesis. Although some of the retail store formats, independently do not have a significant impact on the consumer behavior.